



@AuManufacturing

Powered by the Australian Manufacturing Forum



MEDIA KIT 2025

7 Mackay Street, Ashfield NSW 2131
www.aumanufacturing.com.au

MISSION STATEMENT

Since 2018, @AuManufacturing has given the Australian manufacturing industry its voice. Our killer combination of impartial news, industry advocacy and carefully listening to manufacturing CEOs, workers and experts has helped us grow the biggest digital audience in Australian manufacturing.*

And now that the audience is listening, we want to double down on our advocacy and our reporting, with new crowdsourced reports, more site visits, editorial series, podcasts and more.

Australia has been a powerhouse in manufacturing before, and we want to see that happen again.

Ask us how we can help you get in front of Australia's manufacturing talent.

*Source: Google Analytics

WELCOME

@AuManufacturing is an independent news and analysis title. Our site is the best-read online news source dedicated to the nation's manufacturing industry.

We aim to inform and connect our community through our website, newsletter, podcast, social media channels, in-person and online events, and commissioned reports.

Founded by experienced industry journalists, the coverage at @AuManufacturing is valued by our audience, as are the various ways we link peers and others in the community. Our origins include The Australian Manufacturing Forum LinkedIn group, a lively and popular online community and the largest of its kind with approximately 16,000 members and growing.

@AuManufacturing was launched in 2018 to provide what was lacking: trustworthy news and analysis, driven by experience, passion and curiosity, as well as advocacy for a vital yet under-appreciated part of the nation's economy.

We believe manufacturing is news, and every day we are first to report the real news of a sector that contributes over \$100 billion to Australia's GDP, employs over a million Australians, and leads private sector R&D spending.

Bosch Australia Manufacturing Solutions, MYOB, the Commonwealth Bank and the Australian Made Campaign are some of the clients who have partnered with @AuManufacturing to create tailored campaigns which included sponsored editorial series and special in-person events, webinar delivery and traditional display (brand) elements.

As face to face events ramp up, we can help you with round tables, seminars, best practice tours and more besides. If you also want to reach our audience of manufacturing winners, contact us today to discuss how we can help.



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ABOUT US

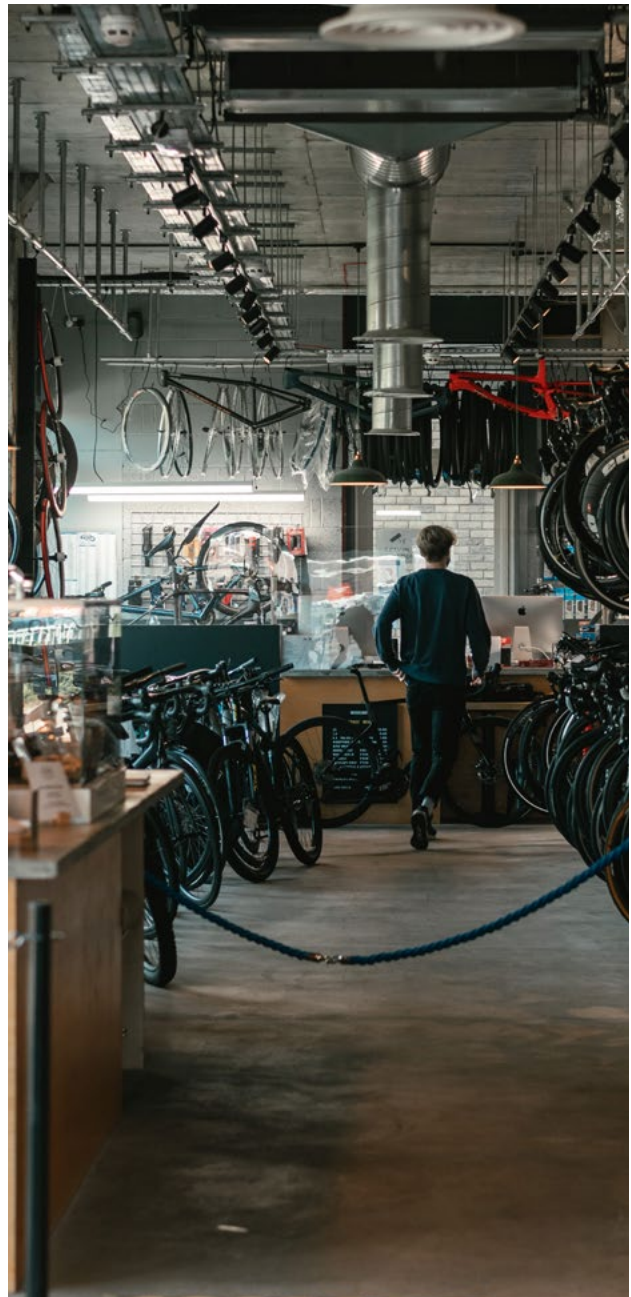
WHO ARE WE?

We founded @AuManufacturing in late-2018 to give a voice to the Australian manufacturing industry.

Seven years on, we now command the biggest digital audience among comparable websites – by views, newsletter click-throughs, social media reach, and in the depth of our relationship with our readers.

We're trusted because we want to help the industry. We provide the impartial, credible news that manufacturers need to make good business decisions – not paid advertorial they won't read, like our rivals do.

And our in-depth, crowdsourced industry reports like the New Deal Plan for Manufacturing, Australia's 50 Most Innovative Manufacturers, and Towards 3% R&D have helped inform policy and provide insights on what's really happening in the industry.



WHAT DO WE DO?

We are a dynamic community of influential manufacturing CEOs, managers, government and think tank staff, researchers and others, plus our team of editors and journalists.

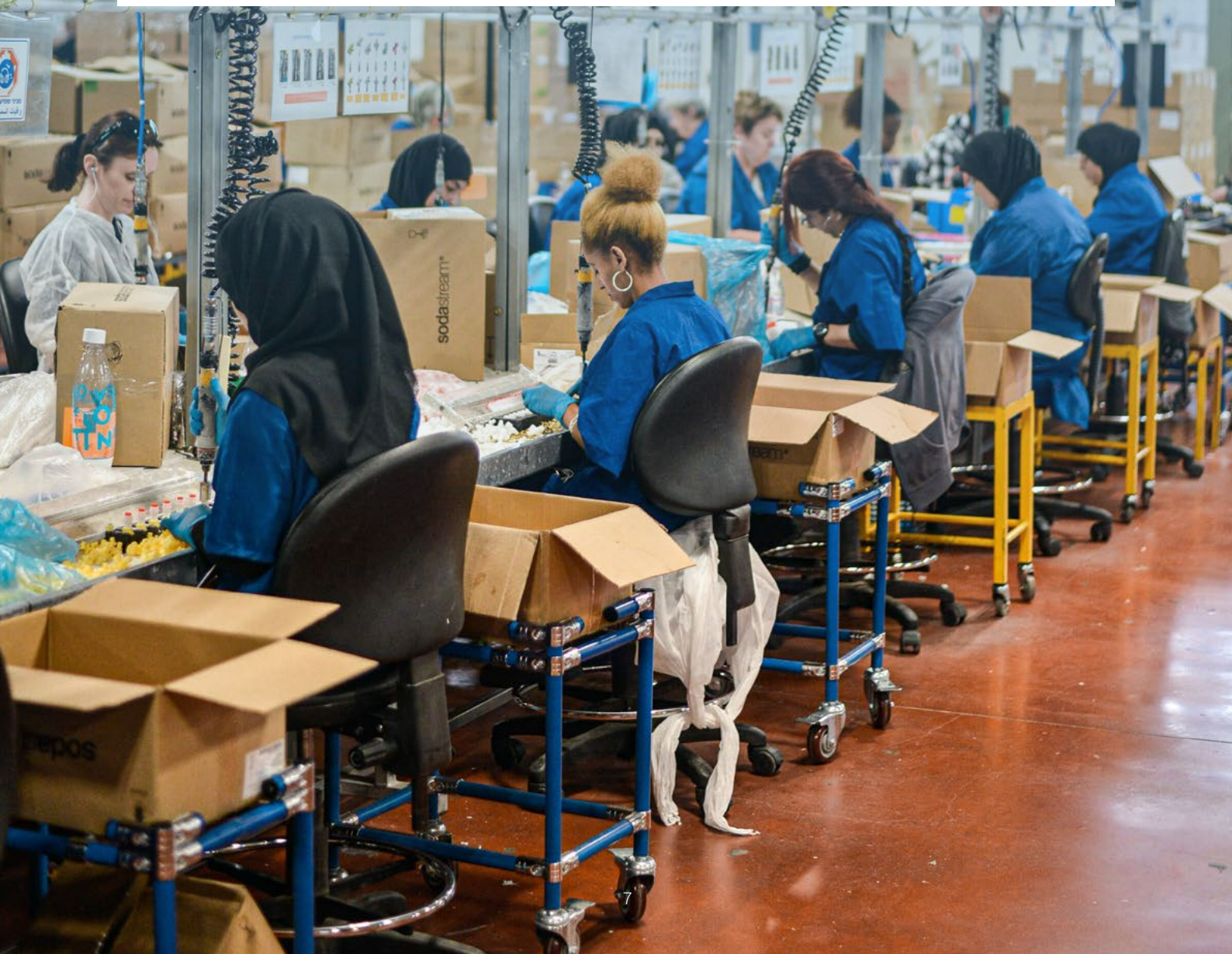
Our focus on delivering news with integrity and accuracy is why our public site, aumanufacturing.com.au, is the number one news website in the Australian manufacturing category by website traffic and social media reach.

Within the industry, there's also our private network: Australia's largest social group of manufacturers, the 16,000-plus members of the Australian Manufacturing Form on LinkedIn. At the time of writing, nearly half of those members had been active on the forum within the 15 days, and our most contentious discussions see

thousands of views and engagements. It is the digital meeting place for industry.

Then there are our private site visits, taking our audience to see innovative manufacturers; the 110+ interviews with industry leaders in our weekly podcast, @AuManufacturing Conversations; our private webinars; seminar events; annual Australia's 50 Most Innovative Manufacturers campaign; and our newsletter three times a week, with an open rate of approximately 50 per cent.

We're grateful to the industry for its willingness to respect real, honest reporting. And for having let us become the advocates that they trust to speak truth to – and build bridges between – government, vendors, and the industry itself.



WHY MANUFACTURING? WHY JOURNALISM?

Manufacturing contributes over \$100 billion to Australia's GDP, employs over a million Australians and leads private sector R&D spending.

It's important. It is an unparalleled creator of economic prosperity and technological solutions to real-world problems, from sustainability to national security to life-changing medical breakthroughs.

Through our online and in-person news and services, we are proud to be the champions of the innovative businesses who are transforming Australian manufacturing.

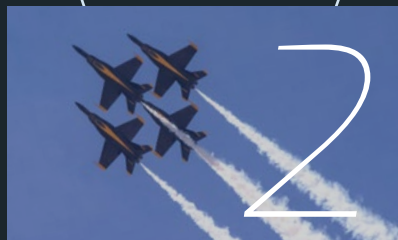
We are also committed to independent, ethical journalism based on honesty with readers.

@AUMANUFACTURING PILLARS



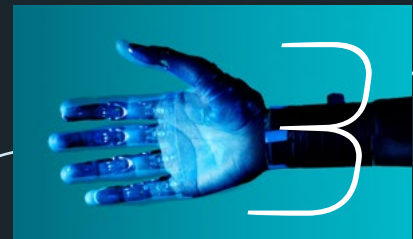
Breaking News

Every day we publish the latest news, as well as the views of real Australian manufacturers and opinion leaders. We focus on news values such as timeliness, impact and relevance. We ask our network of trusted industry experts to regularly contribute analysis on the issues affecting manufacturing.



Defence Industry

@AuManufacturing brings the latest developments in the local defence industry to readers in this dedicated new section. It's a single, defined destination for this fast-growing and dynamic sector.



Technology

Since its launch in 2020, this section has grown in popularity with our audience and advertisers. From new materials to cybersecurity to the latest in factory robots, technology is an essential topic for manufacturers wanting to maximise their competitiveness.



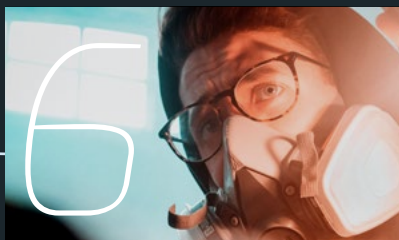
Work site visits

Case studies sell products. Since the beginning, we've been quietly helping vendors showcase their existing clients by creating site visits, where a group visits your client's workplace and sees their innovation in action. We will expand this service in 2024, such as reporting on visits for our site, newsletter and forums.



Crowdsourced reports

Our New Deal Plan for Manufacturing was just the start. In 2024, we aim to crowdsource three more reports, canvassing the views of more than a 1,000 influential CEOs and companies to present plans to improve the effectiveness and impact of key sectors. Sponsorship available.



Editorial series

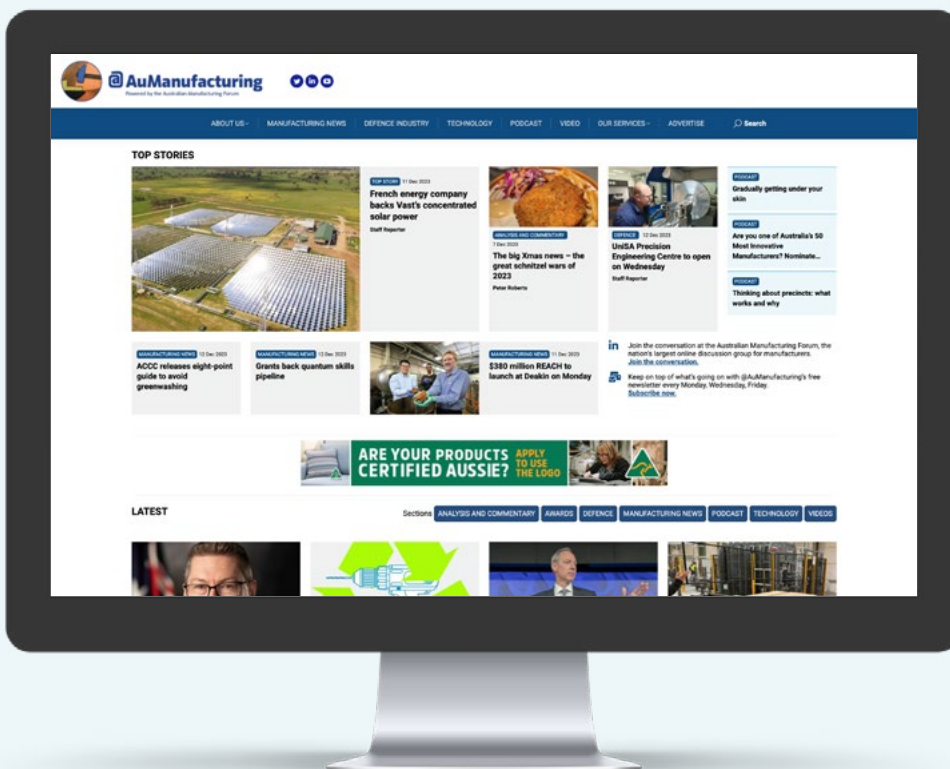
Our regular columns and deep dives into controversial challenges in the industry represent a great channel for your company to position itself as a reliable, effective way to fix problems. Our longer-term sponsorships are almost filled; ask for an editorial calendar to learn more.



Webinars and panels

Manufacturers want to learn from each other, and hosting panels and webinars is an effective way to help create conversation about new solutions, innovations and change in the industry. We have our own plans for panels, but we're also interested in hearing where you think an issue would benefit from focus from our audience.

OUR PLATFORM



Website

The @AuManufacturing news website was launched in late-2018 and quickly grew to rival and then surpass established players in its reach.

The monthly pageview average in 2024 was 67,000 (measured for the months of February to December.) Through the relevance of our news and analysis, Google Search considers our site its #1 performer among sites that focus on Australian manufacturing news coverage.



67K+

AVG VIEWS
PER MONTH*

Source: Google Analytics



18K+

PEAK VIEWS
PER WEEK



3.4K+
SUBSCRIBERS



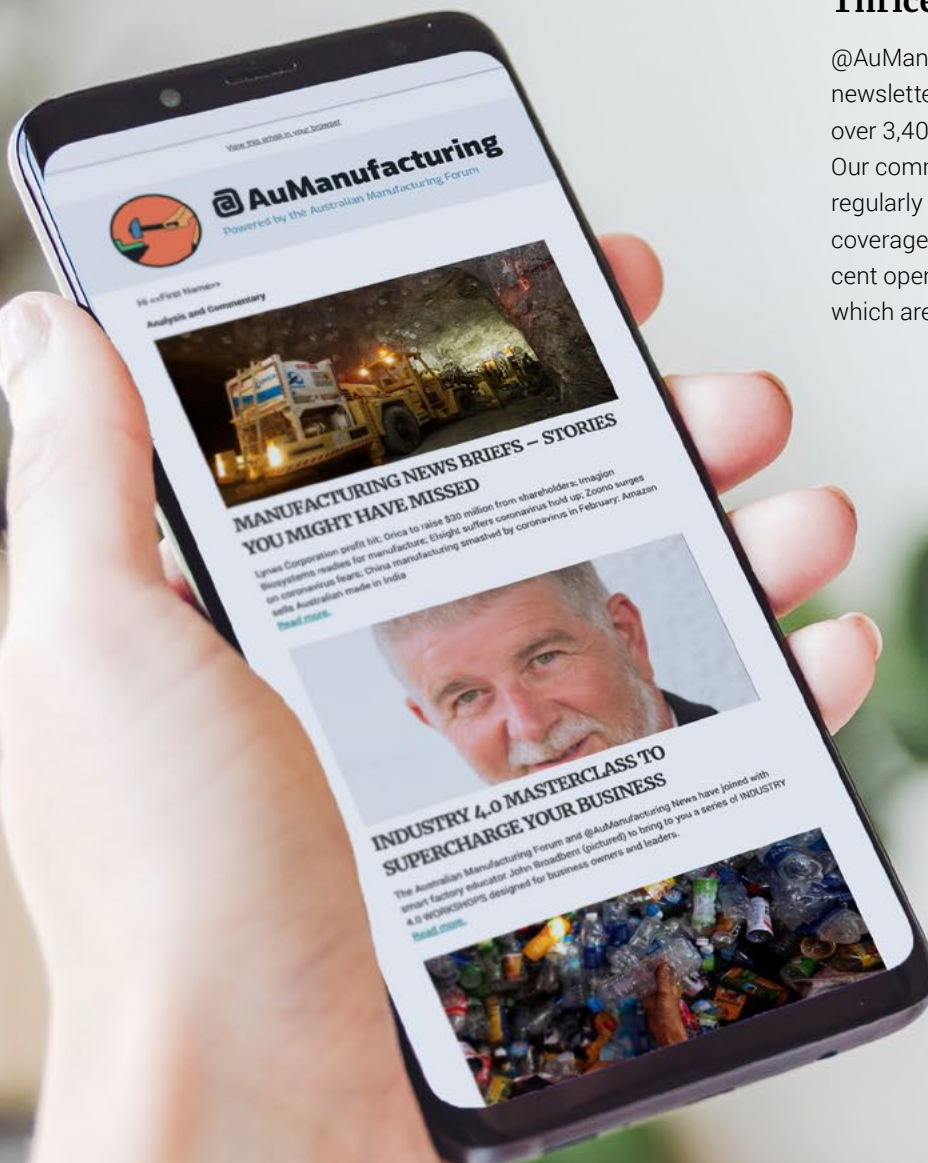
50.4%
OPEN RATE



13.7%
CLICK RATE

Thrice-Weekly Newsletter

@AuManufacturing's thrice-weekly newsletter reaches a fast-growing list of over 3,400 manufacturer subscribers. Our community is highly engaged, and regularly corresponds with us regarding coverage. The newsletter has a 50.4 per cent open rate and 13.7 per cent click rate, which are far above the industry average.

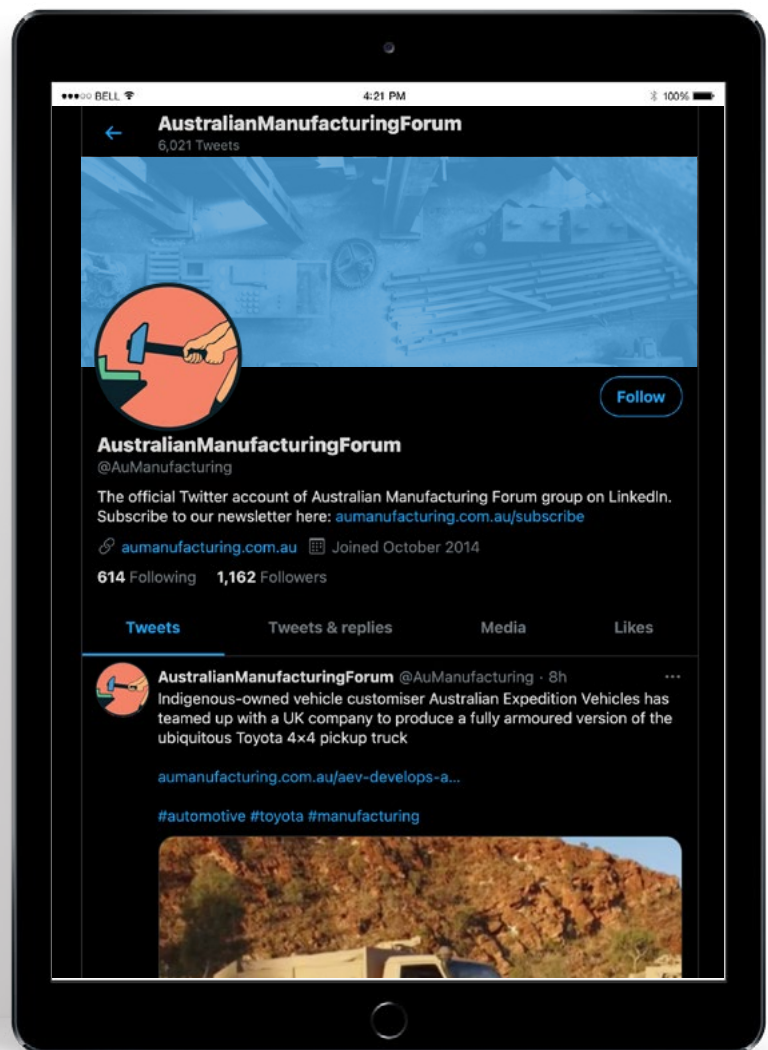




Social media

We have an unusually large and dedicated online community. The most engaged is the Australian Manufacturing Forum LinkedIn group (over 15,000 members), where a contentious post will see 5,000 views and 40 comments.

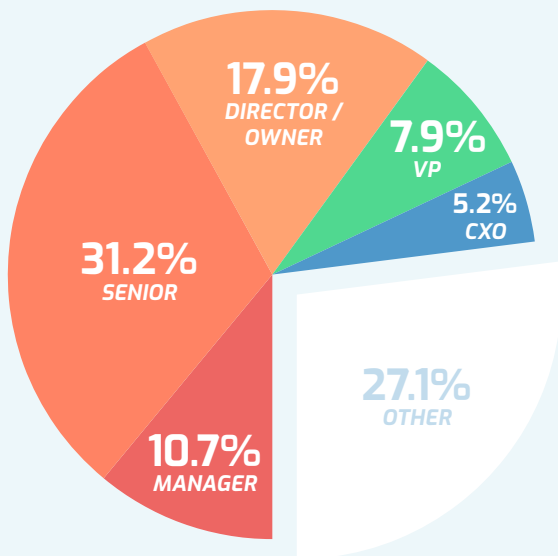
Feeding into that, we have over 24,000 followers on our LinkedIn company page, as well as links through a broader network of friendly social media groups in the manufacturing space.



Audience demographics

Based on analytics for our LinkedIn company page, our audience is 13.4 per cent director-level employees, 27.9 per cent senior-level, 9.9 per cent manager-level, and 7.5 per cent VPs.

We offer sponsored LinkedIn posts for campaign partners, and we welcome the opportunity to talk with you about how we can create bespoke content for highly-engaging campaigns in 2024.

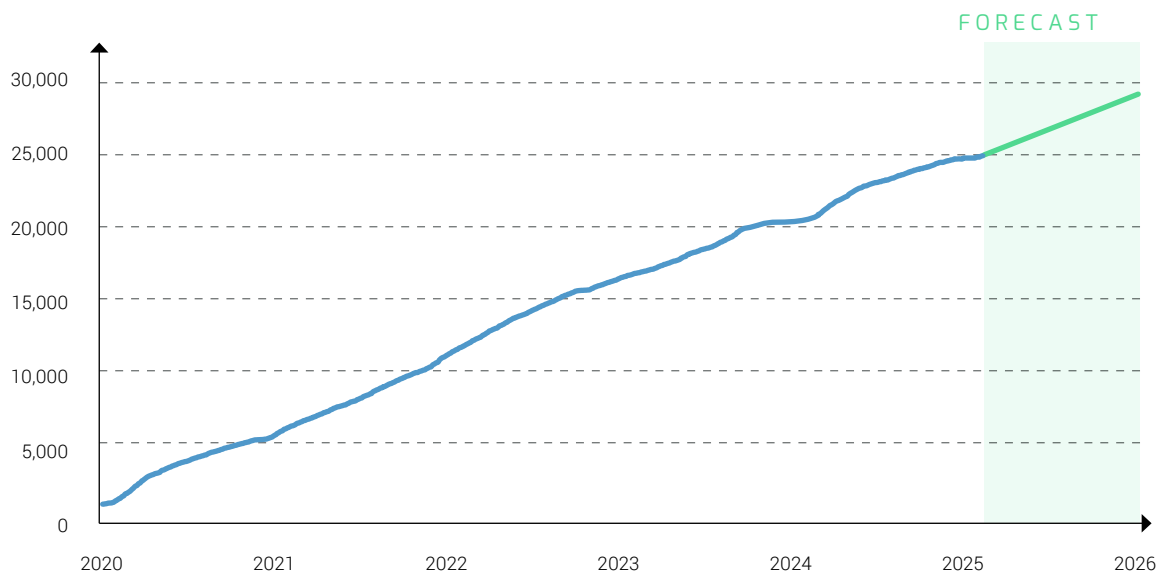


24K+
LINKEDIN MEMBERS



72.9%
ABOVE MANAGER LEVEL

@AUMANUFACTURING FOLLOWERS ON LINKEDIN





Crowdsourced reports

Beginning with our New Deal Plan For Manufacturing in 2020, our crowdsourced reports have made use of our wide network of expert contacts across the nation.

Over a period of months, we gather intelligence on an important and under-examined issue, building up a detailed picture of what's really going on. Crowdsourced reports start with a topic the media and policymakers have given insufficient attention to. As with our editorial series, they deliver insights from people in and around manufacturing, though with a greater richness and a set of conclusions and recommendations on what needs to happen next. We don't make the recommendations, the industry does. That's why these reports have such credibility with government, vendors and the industry itself.

Interviews, analysis, quantitative and qualitative data are compiled and synthesised to give us both a broad and a sophisticated understanding of the issue, its

significance, and the best ways the industry thinks it should be addressed.

When complete, our crowdsourced reports are made available for download free of charge, so its planning and advice is accessible by the entire industry.

In 2024 we released our second Australia's 50 Most Innovative Manufacturers report, as well as another on possible ways to lift Australia's R&D expenditure to 3 per cent of GDP (commissioned by BDO.)

Let us know if you have a report topic worth exploring. To make sure readers feel driven to comment, crowdsourced reports need to tackle ambitious topics that require significant input from influential industry leaders. But a wide range of potential topics exists within those constraints...

Podcasts

@AuManufacturing Conversations was launched in 2022 and has published 110-plus interviews so far. It is the only regularly-updated podcast focussed in existence dedicated to the nation's manufacturers.

Available on Apple Podcasts, Spotify, and many other audio platforms, Conversations provides a voice for manufacturers, direct from factories and industry events.

Sponsorship of a run of podcasts includes messages at the beginning and end of an episode, and within website articles and social media posts promoting the podcast.

Different sponsorship options are negotiable, for example featuring a guest on request, though – as always – a policy of labelling sponsored content as sponsored content is always strictly adhered to.



Events


@AuManufacturing can get you in front of our unrivalled audience, with proven results in past online and physical events.

Contact us to ask about how we can help you with sponsored Australian Manufacturing Forum Best Practice Manufacturing Member Tours, where an eager audience can learn about how a workplace has been rejigged to work smarter and better.

Or perhaps you're considering a roundtable, webinar, an informal gathering or some other kind of bespoke networking event.

We'd be happy to make use of our experience and our connections to help make your next gathering a success.



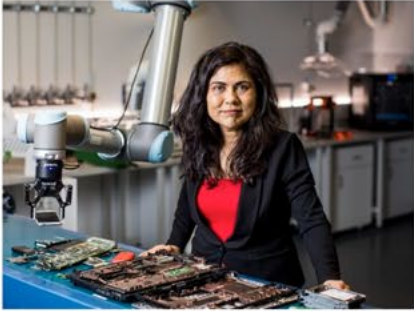

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15 June 2020 11:26
By Staff Reporter

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Technologies and tools for a manufacturing transformation: Waste streams as resource deposits can change the game by Professor Veena Sahajwalla



Professor Veena Sahajwalla begins week two of our technologies and tools for a manufacturing transformation series. She writes about one element of sovereign capability generally overlooked in the current discussion.

COVID-19 has prompted questions to be asked about the value of 'sovereign capability' in terms of Australia being able to supply its own goods.


The capability in focus has mainly been around energy supply and the manufacturing of the many items needed domestically when global supply chains shut down.



[New insights from old factories](#)

The goods or items that came into sharpest focus were personal protective equipment such as face masks, gowns, gloves, and other medical related items such as ventilators.

This issue of 'standing on our own two feet' by not relying on global supply chains for certain materials and goods has sparked a national debate that has been splashed across front and opinion pages.

But the fact is that there is a lot we can do now, are doing and could easily do more of, to replicate and scale up our capability to better meet our supply challenges as well as our sustainability and waste challenges.




[Learn How Digital Transformation Starts With the Right ERP](#)

[Federal Industry and Science Minister Karen Andrews in a recent address to the National Press Club urged Australia to stop sending its material resources overseas where those materials are value added through processing and manufacturing only to have to be purchased back in the form of goods.](#)

She pointed out we need a stronger local manufacturing sector which would lead to greater prosperity for the country, and that our existing capability during COVID-19 demonstrated how we can pivot to meet local needs rather than rely on offshore suppliers.


Ironically, the coronavirus crisis has revealed how our research and development capability as a nation is strong and deeply connected to industry, including manufacturing, which has demonstrated it can rise to the economic challenges facing our country.

Prime Minister Scott Morrison's 'job maker' call to business recently is another vote of confidence in the capability of our industries, sectors and R&D capability.


One area that has attracted attention has been 'green steel' where hydrogen has been suggested as the means to return Australia to its glory days of steel manufacturing, before we started buying most of our steel from China.

[Grattan Institute director Tony Wood](#) has pointed out hydrogen could, over time following research and development, readily be used as an alternative for the current essential steel making ingredient of coking coal.

But in the meantime, Australia has already created a technology like this that is being used in many the electric arc furnaces that recycle scrap metal. With my team, we invented what we called Down Steel technology which uses old rubber tyres and converts them into this essential component of steelmaking, saving them from the



ARE YOUR PRODUCTS CERTIFIED AUSSIE?
 APPLY TO USE THE LOGO



FUSION5
New insights from old factories
 Why your ERP is critical to the future of manufacturing
[LEARN MORE](#)

Sponsor an Editorial Series

An important facet of our work creating conversations between manufacturing, government and industry observers is our editorial series. We crowdsource analysis from our community of experts on a given topic, presenting the real story on what's happening over a period of one or two weeks.

Each series runs with at least one story per day, ensuring visibility and interest in the topic continues. A series generally has two or three sponsors, and every article is branded with their logo. Editorial packages are tailored to match your aims along with supporting newsletter and website advertisements.

As a sponsorship, the process begins with a discussion of a possible topic, which our team uses to create an indicative editorial list. With that done, we agree on the dates of the campaign along with promotional support during and on either side of it. The editorial work begins when we start tapping our community for expert editorial commentary on the selected topic.

WEBSITE ADVERTISING

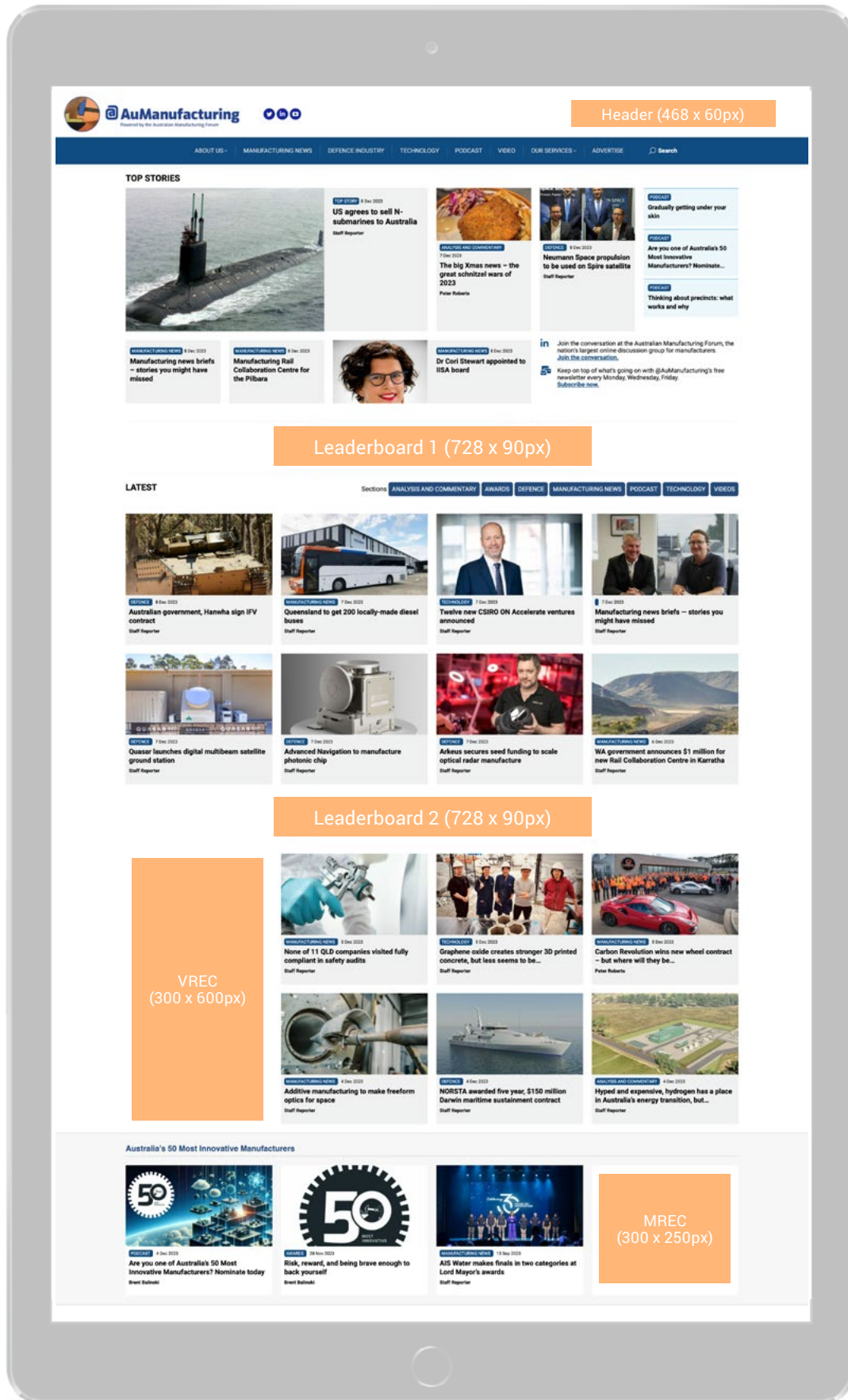
Online advertising gives you a chance to put your brand forward 24 hours a day, on a website frequented by your ideal audience: key decision makers in manufacturing. Ask us about our impressive CPM rates. All ads include 100 per cent share of voice.

AD LOCATION	1 MONTH	3 MONTHS	6 MONTHS
Homepage + Content page Header (468 x 60px)	\$4,000	\$10,000	\$20,000
Content page MREC (300 x 250px)	\$4,000	\$10,000	\$20,000
Content page VREC (300 x 600px)	\$4,500	\$12,000	\$24,000
Homepage Leaderboard 1 (728 x 90px)	\$2,500	\$7,000	\$14,000
Homepage Leaderboard 2 (728 x 90px)	\$2,000	\$5,000	\$10,000
First in-content ad (468 x 60px)	\$4,000	\$10,000	\$20,000
Second in-content ad (468 x 60px)	\$3,000	\$8,000	\$16,000

Ad Material Requirements

- RGB
- 72 - 92 DPI Resolution
- Extensions .jpg .png or gif
- Copy must be spell-checked and proofed

Send files to editor@aumufacturing.com.au with the subject line "Website advertising material". Due date is seven (7) days before publication. Please observe sizes above, and provide a click-through URL. All prices exclude GST.



SPONSOR A SECTION



Another web-based advertising option is to sponsor one of @AuManufacturing’s three sections: Manufacturing news, Defence industry or Technology.

PACKAGE	1 MONTH
<p>All advertising slots in one section including:</p> <ul style="list-style-type: none">• Header (468 x 60px)• Sponsored Logo (234 x 101px)• Wide Skyscraper x 4 - (160 x 600px. These can be split into two groups.)• Leaderboard (728 x 90px)	\$2,500

Ad Material Requirements

- RGB
- 72 - 92 DPI Resolution
- Extensions .jpg .png or gif
- Copy must be spell-checked and proofed

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SPONSOR AN EDITORIAL SERIES

@AuManufacturing's bespoke editorial series were launched in 2020, are produced in partnership with a range of companies and not-for-profit organisations, and have covered topics including manufacturing policy, Australia's niche champions, smart use of data, robotics adoption and digitalisation.

Clients partner with @AuManufacturing to sponsor an editorial series as it's a powerful way of positioning them as leaders in their chosen area of expertise. Where appropriate and relevant we offer the opportunity for clients to be a part of that conversation with readers.

The process begins with a discussion on a possible topic. Then we agree on the dates of the campaign along with promotional support during and on either side of it. We then tap our community for expert editorial commentary on the selected topic. Each series comes with at least one story per day, ensuring visibility and interest in the topic continues.

A series generally has a lead and a secondary sponsor. Every article is branded with sponsors.

Editorial packages are tailored to match your aims along with supporting newsletter and website advertisements. We can forward plan for the year and create a tailored solution aligned to your communication and marketing needs.

NEWSLETTER ADVERTISING

*Available in one, three and six-month blocks.
Three newsletters are sent per week, on Monday,
Wednesday and Friday mornings. Each month-long
period of advertising includes twelve email sends.*

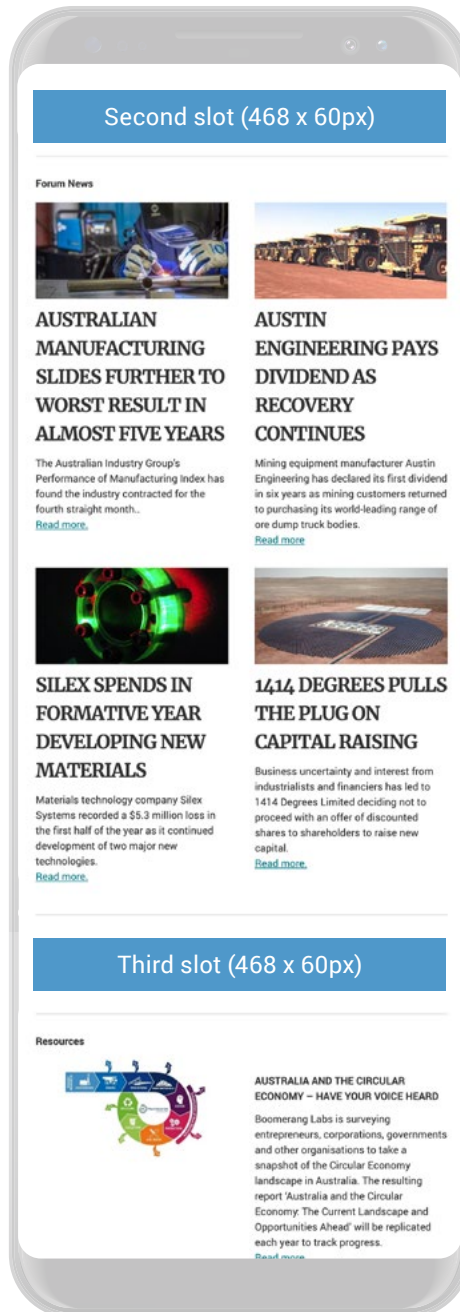
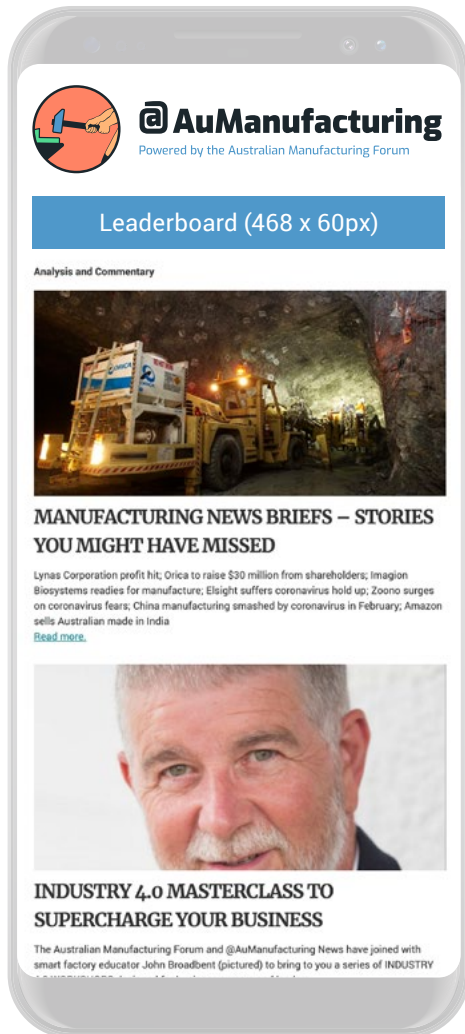
Advertising in the @AuManufacturing newsletter is an integral part of your campaign. We connect with readers three times per week, directly to their inbox, providing readers with the latest developments in manufacturing, and clients with another touchpoint to reach their target audience.

AD LOCATION	1 MONTH	3 MONTHS	6 MONTHS
Leaderboard (468 x 60px)	\$3,000	\$6,000	\$12,000
Second slot (468 x 60px)	\$2,000	\$4,000	\$8,000
Third slot (468 x 60px)	\$1,200	\$2,400	\$4,800
Fourth slot (468 x 60px)	\$800	\$1,600	\$3,200

Ad Material Requirements

- RGB
- 72 - 92 DPI Resolution
- Extensions .jpg .png or gif
- Copy must be spell-checked and proofed

Send files to editor@aumanufacturing.com.au with the subject line "Newsletter advertising material". Due date is seven (7) days before publication. Please observe sizes above, and provide a click-through URL All prices exclude GST.



DIRECT-TO-READER OFFERS



Solus emails are a premium opportunity for clients to access @AuManufacturing’s audience directly.

As these are strictly limited each month, we recommend planning well in advance to ensure availability. An email goes to our entire community email list, and is, for example, an excellent way to help ensure full seats at your next event.

PACKAGE	PER SEND
Email blast + social media promotion of the EDM	\$3,000

Ad Material Requirements

- RGB
- 72 - 92 DPI Resolution
- Extensions .jpg .png or gif
- Copy must be spell-checked and proofed

Send files to editor@aumanufacturing.com.au with the subject line "Newsletter advertising material". Due date is seven (7) days before publication. Please observe sizes above, and provide a click-through URL All prices exclude GST.



RESOURCE ADVERTISING



Do you have engaging, high-quality material ready to go and generate leads?

We will publish these resources with promotion via a link and a short introduction in one weekly newsletter. Additional inclusions in the newsletter are possible at additional cost.

Our Technology section is the ideal area for white papers, case studies and opinion pieces – In addition, we will help you disseminate these via our social media channels.

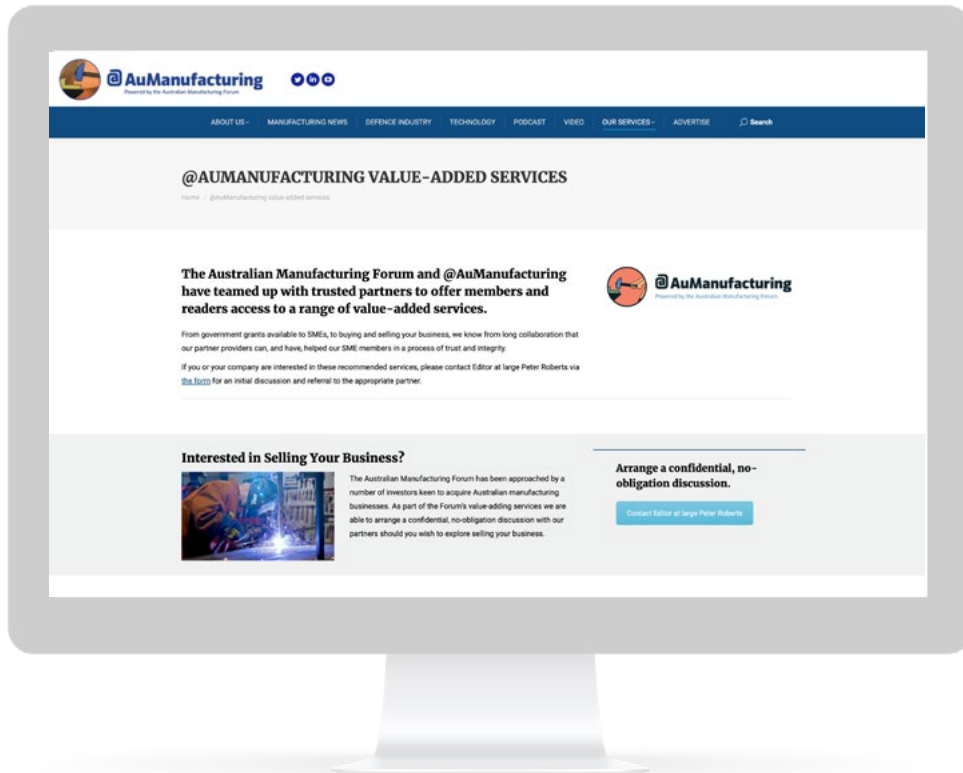
Our experienced editors are available to help you produce advertising features (prices available on application). Please bear in mind that @AuManufacturing has a strict policy of listing paid content as paid content. All paid posts will be labelled “Sponsored”.

RESOURCES	PER ITEM
Sponsored article	\$300
White paper	\$800

Ad Material Requirements

- RGB
- 72 - 92 DPI Resolution
- Extensions .jpg .png or gif
- Copy must be spell-checked and proofed

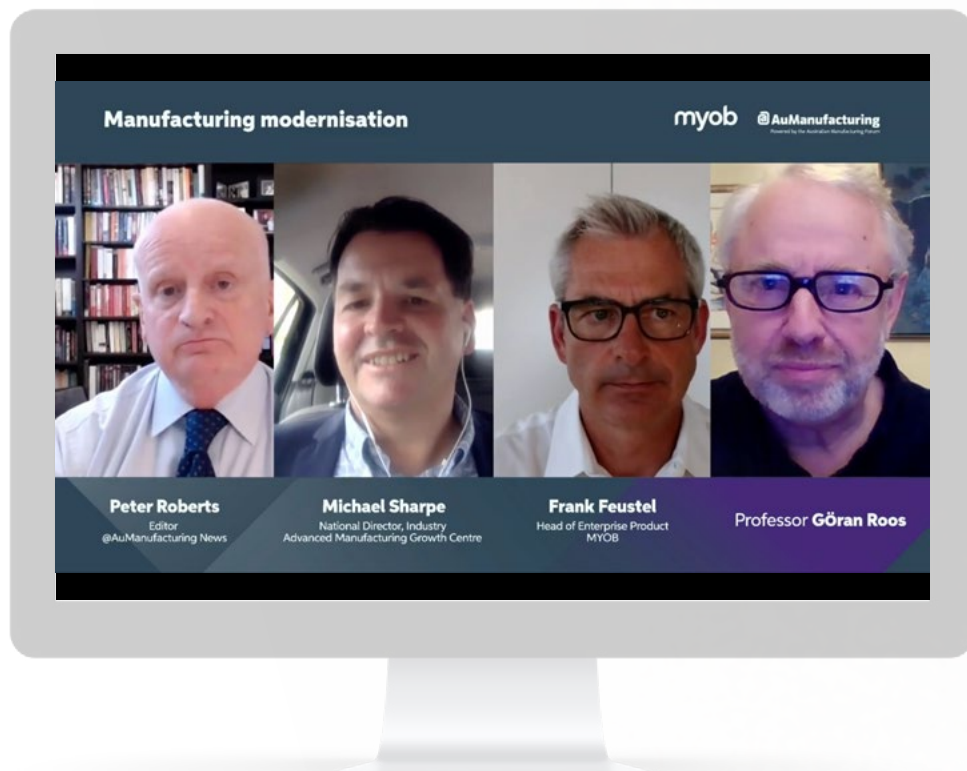
Send files to editor@amanufacturing.com.au with the subject line “Resource material”. Due date is seven (7) days before publication. Please provide a click-through URL. All prices exclude GST.



EVENTS

@AuManufacturing can get you in front of our manufacturer audience.

@AuManufacturing can get you in front of our manufacturer audience, with proven results in past online and physical events. Contact us to ask about how we can help you with sponsored Australian Manufacturing Forum Best Practice Manufacturing Member Tours, where an eager audience can learn about how a workplace has been rejigged to work smarter and better. Or perhaps you're considering a roundtable, an informal gathering or some other kind of bespoke networking event. We can lend our experience and our connections to help make your next gathering a success.



BOOKING CONFIRMATION FORM

Confirm your booking by filling out the form below.
Scan and email the returned form to
brent@amanufacturing.com.au

Please forward all booking enquiries and artwork to
editor@amanufacturing.com.au
@AuManufacturing Advertising Department
PO Box 711, Hove, South Australia 5048
Phone: 0431 510 339

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ABN: 36 182 557 894

PAYMENT DETAILS

Bank: Commonwealth Bank of Australia
Account name: Australian Manufacturing Forum
BSB: 062-347
Account number: 1032 3746

Date:

Order No:

Organisation Name:

Contact Person:

Address:

Phone:

Email:

Product:

Start Date:

End Date:

Cost:

Total Cost:

Terms and conditions for advertising material: These terms and conditions apply to the advertiser (herein referred to as "the client") and the publisher, the Australian Manufacturing Forum (herein referred to as "AMF"). The information in this booking form will be treated as confidential by both the client and the AMF. Advertising material must not contain any profanity, be defamatory, breach a confidence, or infringe any laws, regulations or statutes. It will be accepted on the assumption the client has copyright of the material and the right to mention any service, individual, entity or product contained within. Material must be submitted seven days before the scheduled date of publication. Material should fit the specified dimensions contained in the media kit. If significant alterations are needed to make the material usable, then a fee of \$100 per hour will be charged to the client for this. Full and final payment must be made five days or more before the scheduled publication date. Any cancellation must be made three days or more before the publication date. No refund will be given outside of this period. The AMF also reserves the right to reject, exclude or cancel advertising at any time. The client will be refunded for any advertisements that the AMF is unable to publish. In that case, the AMF is not liable for costs greater than the amount the client has paid. The AMF is not liable for any indirect or consequential losses following publication of the client's advertising. The advertiser will indemnify and hold harmless the AMF in the event the material published leads to claims, cost penalties, or demands.